The Superior Innovation Initiative Project Proposal

Project Title:	Human Factors Certificate Program
Project Leader:	Cade Mansfield, Lisa Mattsson
Project Leader Email:	cmansfie@uwsuper.edu; lmattsso@uwsuper.edu
Project Leader Phone:	715-394-8323; 715-394-8033
Unit/Program/Department:	Psychology/Human Behavior, Justice, and Diversity
Other Project Team Members: Include email, phone	Shevaun Stocker, sstocker@uwsuper.edu, 715-394-8423; Eleni Pinnow epinnow@uwsuper.edu, 715-394-8312; Kenna Bolton Holz kboltonh@uwsuper.edu, 715-394-8162; Vanessa Hettinger vhettinger@uwsuper.edu, 715-394-8021

Project Plan:
In order to evaluate proposals in a fair and equitable manner, please write your plan according to the following guidelines:

We propose to create a Human Factors Certificate program at UWS through partnership between Psychology and Continuing Education. Human Factors is "concerned with the application of what we know about people, their abilities, characteristics, and limitations to the design of equipment they use, environments in which they function, and jobs they perform" (Human Factors and Ergonomic Society). The goals of human factors ergonomists include improving human interactions with equipment, software, and other people, increasing the safety of products, and advancing user satisfaction with products. The certificate would be open to undergraduates from all majors.

Creating a Human Factors Certificate program would be a highly innovative move. As a dynamic field of study that is at the cutting edge of interdisciplinary science the entire domain is innovative. Opening such a program at UWS would be clear evidence to regional employers, officials from state government, and potential students that we at UWS are focused on keeping pace with emerging fields of inquiry. We would create an avenue for our students to gain access to novel employment opportunities that are growing in the 21st century. According to the Occupational Outlook Network, an online employment database maintained by the U.S. Department of Labor/Employment and Training Administration, demand for Human Factors Engineers and Ergonomists is expected to grow much faster than average with employment increases of 22% or more anticipated from 2012 – 2022. Furthermore, we would be the only institution within the Wisconsin system to offer an undergraduate certificate in Human Factors. Thus, students who complete our program would have an advantage in gaining acceptance to graduate programs in Human Factors and ergonomics (as offered by University of Wisconsin – Madison).

A Human Factors Certificate program would give us an important tool for recruiting and retaining new students. We anticipate that the growing industry demand will produce a strong supply of interested students. We anticipate that the certificate would be highly sought after by students from psychology, computer sciences, math, and other STEM programs. Beyond traditional students, we anticipate that individuals who have already matriculated will also be interested in increasing his or her marketability in the workplace by completing the certificate program. Thus, the human factors certificate program could serve the needs of multiple student communities.

We will hire a consultant to conduct a thorough needs assessment and market analysis, which will confirm our anticipated student demand. We intend to attract at least 10 students in

our initial cohort (anticipated start fall term 2017), building to an average of 15 or more students on an ongoing basis. We anticipate needing to hire 2 adjunct instructors through CCE to teach the following specialized courses: Human Factors and Ergonomics; Human Performance and Engineering Psychology; Human Error; Everyday Decision Making.

Creating a human factors certificate program would build on an emerging field and give our students traction to gain employment in an area of growing demand in the workforce. The human factors certificate would also attract new students to an already strong program at UWS, Psychology.

Budget Narrative:

The budget of $10,000 will be solely dedicated to hiring a consultant to conduct a feasibility study. This study would ensure that there is in fact sufficient demand for an online human factors certificate. We also anticipate that this consultant could help us identify potential adjunct instructional personnel. Once the consultant's work is completed and it is determined that we should move forward, other costs associated with creating and implementing the program would be absorbed by the Center for Continuing Education. These costs are expected to include online marketing (estimated at $1000 – 1800), course design (estimated at $6000), and adjunct instructor salaries.

Project Timeline:
(Prepare a timeline for project not to exceed 2015-2017 time frame)

Objectives: Overall - Create a Human Factors Certificate Program to be up and running at UWS by Fall Semester 2017

1. Hire consultant to do a needs assessment by 12/30/2015
2. Needs assessment completed by 6/30/2015
3. Simultaneous with needs assessment starting we will begin the approval process for four new courses: Human Factors and Ergonomics, Human Performance and Engineering Psychology, Human Error, and Everyday Decision Making.
4. Secure 2 adjunct instructors through continuing ed. by 9/30/2016.
5. Academic approval for new instructors approved by 12/30/2016.
6. Marketing Campaign for HF certificate program launch 3/1/2017, targeting 5 to 15 new students.
7. New course preparation completed by instructors by 6/30/2017.
8. Approval for all classes (program, department, and all levels of academic approval) completed by 6/30/2017.
9. Launch first cohort of HF certificate students 9/2017.

Proposed Budget:

	Item Description *(person or item)*	"Hours and Rate" (if labor) or "Purchase	Line Total
1	Consultant		$10,000.00
2			
3			
4			
5			
6			
7	(add lines as necessary)		
		Total Request:	$10,000.00
1	Matching Funds		
		Total Matching	

Check which of the following might apply (check all that apply):

_____ This project requires System review and approval.

*   This project requires campus governance review and approval.

X - This project requires departmental review and approval.

*Although we do not think the proposal requires Senate approval we think that the proposal will require UAAC approval.

Cade ə Mansfield

Print Name

Cal ə. Mg

Signature

Shevawn Stocker
Print Dept. Chair

Shevawn Stocker
Signature - Dept Chair

Submit project applications by 4:30 p.m. on October 1, 2015 to provost@uwsuper.edu